

## Digital Development in Behavioral Health



Project Title	Digital Development in Behavioral Health
Project Summary	Develop a social media strategy to increase awareness and promote engagement on the Division of Behavioral Health's (DBH) websites, listservs, & social media account. Develop content for all programs, special initiatives and national days of service to help us grow and increase our engagement levels
Country	United States
Agency	Indian Health Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

This project involves three primary components: analyzing, planning, and designing. The first component is specific to analyzing our current posts, website content and analytics to determine how we can better improve the delivery and content presented. The goal is to develop an overall social media strategy to increase engagement. The second component includes planning and developing a schedule of pre-developed posts for the division of send out routinely. The final component will be designing infographics and web graphics, and designing content layouts for listserv blasts and websites.

## Desired Skills Interests

## Additional Information

Would include designing infographics and web graphics for content, researching articles to post, and designing/suggesting improvements for layouts for DBH listservs and websites.

You will work amongst a team of social workers, nurses, pharmacists, data coordinators, policy and program advisors who are passionate about serving American Indians and Alaska Natives. You will get the opportunity to learn about the programs we work on related to substance abuse, suicide prevention, domestic violence prevention, forensic healthcare, trafficking, and overall wellness.

## **Language Requirements**

*None*